

BROWN SQUARE FESTIVAL SITE - INVENTORY AND SITE ANALYSIS

Draft Analysis

INVENTORY & SITE ANALYSIS

Inventory - Existing Conditions

Brown Square Park is the site of the first public donation of land for park purposes in the City of Rochester. Currently, Brown Square Park is used for passive activities such as walking, picnicking, informal play and sledding. Special events have been staged in the park in the past, and are programmed for the future. The 2009 Rochester Music Fest was successfully held in the park this year, returning to Brown Square after several years of being held in other locations. Although originally designed by the famous Olmsted Brothers, the original park design has been changed several times throughout its history. The existing 30x50' building on site is in poor condition and is used for storage by Rochester Animal Services. There appears to be basic infrastructure at the site, including gas and water.

The majority of the park consists of open lawn area and an abundance of shade trees, both of which are in good condition. A picnic area is located in the southeast corner of the site under a dense canopy of shade trees. A large planter surrounded by what is left of built-in bench seating is located at the south end of the park. A paved path system connects different sections of the park and includes two paved "humps" which are not ADA accessible.

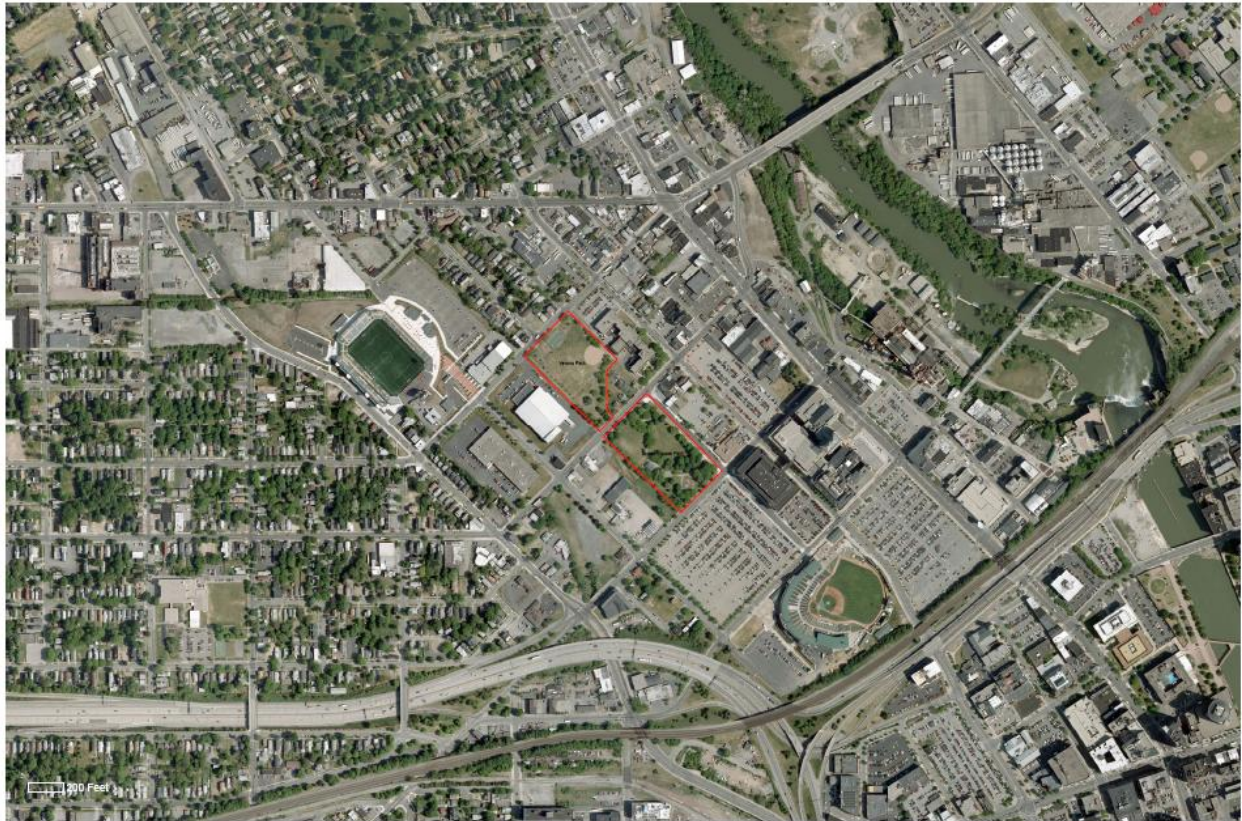
The surrounding land uses are mostly commercial (i.e. - warehouse and office), with some residential, a public playground with sports fields, and a school at the north end of the park. Prominent adjacent uses include Kodak's headquarters, which is located just to the southeast of the park and Frontier Field (located to the south). A large parking lot which takes up one city block separates the park from Frontier Field. The parking lot primarily serves the Kodak and Care Stream workers during the day and serves Frontier Field, and periodically Paetec Park, in the evenings. **Figure 1.1** provides an overview of the site and its existing amenities and **Figure 1.2** illustrates the site's geographic location and neighborhood context.

Figure 1.1: Brown Square Park Existing Amenities



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Figure 1.2: Brown Square Neighborhood Context



Programming and Functional Design

The consultant team performed a site analysis of the programming and functional design at Brown Square Park. The following is a summary of the team's findings of existing conditions and usage, based on site visits, meetings with City staff, community and stakeholder input and special events "best practices."

Historic Preservation Considerations

Although there is historic value associated with the site, there is no official historic designation that restricts site design and construction (see *History of the Site* for additional information). The proposed conceptual site plan for Brown Square Park will be respectful of historical aspects of the park as well as preservation of the existing administrative building. The proposed conceptual site plan will also take into consideration and celebrate the historic aspects of the surrounding neighborhood as well as existing neighborhood context.

Capacity and Spatial Requirements

Following the site analysis and discussions with representatives from the Rochester Police and Fire Departments, the general consensus was that the site could comfortably hold a variety of events ranging from smaller neighborhood and community events up to mid-sized "festival" events. For specific capacity numbers, refer to the *Civil Engineering and Environmental Analysis* portion of this report. Based on the final concept site plan, the consultant team will make recommendations on the maximum number of attendees that the site should hold. It is intended that the final conceptual site plan will maximize the amount of usable space available while leaving enough room for pedestrian access and circulation.

Alcohol Restrictions

If alcohol is served or sold during an event, access to the festival site must be restricted. The perimeter of Brown Square Park should be surrounded with 8-foot, temporary fencing. Police or private security should be located at festival entrance(s) and exit(s) to make sure that no one leaves the site with alcohol. Our proposed conceptual site plan may include recommendations for temporary fencing layout.

Admissions Access

If admission is charged, 8-foot temporary fencing should be installed around the perimeter of the park or site. All event permit holders should be required to submit a fencing plan to the City for approval prior to installation. Our proposed conceptual site plan may include recommendations for temporary fencing layout.

Security

Security is a necessity of any special event regardless of the location. In the instance of Brown Square Park, it is even more critical. During the stakeholder and community input process, participants stated the public perception of security/crime problems in the Brown Square neighborhood. In order for potential festival-goers to attend and feel safe at events, an ample

amount of Rochester Police and private security should be utilized for all festivals held at Brown Square Park.

During events, security is needed in multiple locations including:

- Perimeter of the site
- Stage area(s) and VIP section
- Entrance/exit locations
- Throughout interior of festival
- Presence in the surrounding neighborhood

Currently, the City decides on the necessary number of police officers and/or private security officers are required to be present, based on varying evaluation criteria and the size of the event. It is recommended that the City establish a minimum standard of **X officers per XXXX** festival attendees.

Public Safety/Health Needs

Access to potable water should be permanently provided in the park by the City or provided by the event permit holder. Potable water needs to be accessible for temporary food vendors. It is possible that the proposed conceptual site plan will incorporate a structure for permanent restroom facilities. However, it is recommended that the permanent facilities be reserved for vendors, entertainers, etc. and an adequate amount of port-o-lets be rented during the events. Currently during special events, the port-o-lets are usually set up on Brown Street to prevent "cruising." The proposed conceptual plan will include recommendations for port-o-lets locations to accommodate "cruising" and ample facility concerns. One (1) port-o-let per 150 expected attendees is recommended.

Electrical Requirements

It would be extremely beneficial for the site design of Brown Square Park to incorporate set locations for the placement of generators. These set locations may be on hardscaped areas located throughout the park. Having pre-determined generator locations will eliminate the need for locating utilities prior to each event.

Festival Cleanup

It is critical to minimize the impact that the special events held at Brown Square Park will have on adjacent residents and businesses during and after the event. The event permit holder should be responsible for hiring cleaning crews to pick up and dispose of trash during and after the event. The proposed conceptual site plan for Brown Square Park will incorporate permanent trash and recycling receptacles throughout the site. In addition, event permit holders should be responsible for providing an ample amount of temporary trash and recycling receptacles and a means to collect and remove the trash. (Roll-off dumpsters are provided by the City.) The proposed site plan may incorporate a suggested location(s) for temporary dumpsters during events. For larger events, the event permit holder should coordinate with the City regarding street-sweeping needs.

Office and Green Room Needs

During special events there is a need for two separate indoor or covered facilities. The first is an on-site office for the event producer or promoter and the second is a green room for entertainers to dress and prepare prior to performing.

The existing administrative building at Brown Square Park could potentially be used as an office during events. If that is not feasible or desired, an RV or tent with sidewalls could be used. Typically, event producers need a room that has electricity, telephone and internet access where they can set up a few tables and a computer. Ideally, temporary green rooms should be located adjacent to the stage. Performers typically prefer small RVs, trailers or tents with sidewalls as green rooms.

The conceptual site plan should allow for a designated space with necessary electrical hookups for small RVs or a tent that serves as a temporary green room. If a tent is used as the green room, one or two port-o-lets should be placed in the stage area for performer use.

Staging, Lighting and Sound

At recent events held in Brown Square Park, the stage has been located at the north end of the park at Verona and Jay Streets facing south. This arrangement has minimized the noise impact on residents living adjacent to the park. It is important for the location to be easily accessible to allow for set up and tear down. Lighting and sound equipment need a considerable amount of electricity and should be placed in a location with access to either permanent electricity or temporary generators. The proposed conceptual site plan will include recommendations for stage location(s) for future events.

Loading and Unloading

Currently, loading and unloading is done via controlled street access. The conceptual site plan will include park access for vendor/stage loading and unloading. The plan will be considerate of limiting the necessity to drive vehicles on the grass during set up, as well as should consider and evaluate the potential future opportunity to partner with or acquire adjacent properties or right of ways in order to better facilitate loading and unloading.

Customer Flow/Pedestrian Circulation

Brown Square Park should be able to function as a passive park, as well as a festival/special event site. The proposed conceptual site plan will consider and may incorporate a suggested location for shuttle pick up/drop off for larger events. The location should be clearly marked with appropriate signage. The event promoter should be required to include parking and shuttle information in all event collateral and press releases.

Noise Impact

Amplified sound (music, P.A. systems) location and hours for events at Brown Square Park should be subject to approval by the City of Rochester during the permitting process. The locations of stage(s) and amplified sound should be carefully be considered in order to minimize the noise impact on residents living adjacent to the park.

Sustainable/Green Design

The design approach for the Brown Square Park Master Plan embraces safe development practices that preserve the historical integrity of the site, conserve resources, increase energy efficiency, educate the user and enhance the human experience. Following are suggested green building site techniques for the implementation of Brown Square Park Master Plan.

Sustainable Sites

- Erosion control and sedimentation plan
- Porous paving
- Downspout disconnection
- Rainwater harvesting/storage
- Light pollution reduction

Water Conservation

- Water efficient landscape

Energy Efficiency

- LEED® certified architecture
- Building/paving shading
- Low albedo/reflectivity surfacing, light-colored paving areas

Material and Resource Efficiency

- Access to public transportation
- Alternative transportation (bikes)
- Recycling center
- Obtain local materials for construction
- Fly-ash added to concrete paving

Human Well-Being

- Interpretive signage and education

Park Rental Fees & Deposits

The City of Rochester has a set fee structure in place for obtaining a special event permit at Brown Square Park. The City currently charges \$100 for festivals and \$35 for smaller events. The City's Department of Recreation and Youth Services charges an additional use permit fee of \$10. As part of our recommendations, our team will identify potential opportunities for the City to update Rental Fees & Deposit policies in order to gain additional revenue and increase sustainability of the site (see *Opportunities and Constraints Analysis* for additional information).

Civil Engineering and Environmental Analysis

In addition to performing a programming and functionality site analysis of Brown Square Park, the consultant team performed an evaluation of the site's accessibility and circulation patterns, spatial capacity, surrounding land uses and environmental impacts on the site. At the end of this section, **Figure 1.6** illustrates the checklist used in the Civil Engineering portion of the analysis.

Environmental Impacts

The on-site evaluation indicated no evidence of contamination within the boundary of Brown Square Park. Some vegetation discoloration and stress was observed in heavier travelled areas and adjacent to previously disturbed areas, likely due to pedestrian use of the site. No evidence was observed of underground or aboveground tanks, sumps, monitoring wells or drains. Sewer manholes and drainage swales were observed in expected locations and conditions. There were no hazardous substances observed. However, reports that paints, solvents, and fertilizers are stored in the primary building could not be confirmed because of restricted access to the building's interior. There was no evidence of transformers or electrical equipment at the time of our site visit.

Sanborn Maps from 1892 and 1904 and historic aerial photos were reviewed to identify past land use activities that would constitute Recognized Environmental Conditions. Due to the fact that historic records indicate that the property was turned over to the City in 1821 for Park purposes, both show the property as public parkland. Neither map shows any structures or improvements to the property. Historic Topographic Maps from 1898, 1912, 1920, 1935, 1952, 1969, 1971, 1978, and 1994 were also reviewed. While they show a transition in use over the years between a mixed residential and industrial area to the present land use pattern dominated by large redevelopment, they do not indicate the likelihood of any significant impact on the park property.

The Records Review process included an examination of state and federal environmental database information that may aid in identifying hazardous or contaminated material conditions associated with the project area. Environmental Data Resources (EDR), Inc. performed a search of New York State and Federal databases that meet or exceed the ASTM Standard E 1527-05: "Standard Practice For Environmental Site Assessments: Phase I Environmental Site Assessment Process." There were no environmentally hazardous sites listed on the Brown Square Festival Site property itself.

Based on the assessment of environmental conditions as set forth above, and discussed in more detail in attached reports, there does not appear to be potential for encountering any significant hazardous material contamination within the Brown Square Park property. Should a project be generated from this Study that involves the renovation or alteration of the existing stone building within the Park, a determination for encountering potential hazardous materials should be made prior to commencing work.

Noise and Air Quality

Following is a summary of available information supplemented by observations regarding the noise and air quality of the site. No on-site or near-by test results were discovered or conducted. The stakeholder interviews and focus group meetings yielded no concerns for air quality and three concerns for noise.

The first stage of both air and noise evaluations is the identification of “sensitive receptors”. These are places where there can be increased disturbance of routine activities or populations especially vulnerable to potential health effects. A search was conducted of health care facilities, schools, and places of worship within ½ mile of the center of Brown’s Square. **Figure 1.4** shows the distance of these receptors from Brown Square and the distance of Brown Square to potential sources of noise. There are no facilities within ½ mile that have air discharge permits. Based upon both local observation and calculations of potential noise associated with events (assuming the stage continues to face in a southerly direction) events at Brown’s Square will not exceed recommended noise decibel levels. Noise from Frontier Field, the soccer stadium, passing trains, Oak Street and Brown Street are audible in the park, and train noise and the public address system at Frontier Field could be disturbing to patrons, but do not exceed recommended noise standards for public parklands.

Figure 1.4: Potential Sources of Noise and Sensitive Receptors

TYPE	SOURCE	LOCATION/ FACILITY NAME	DISTANCE AND DIRECTION FROM BROWN’S SQUARE
EMMITTER	NOISE	OAK STREET	455 FEET SOUTHWEST
RECEPTOR	NOISE	SCHOOL #5	675 FEET NORTH
EMMITTER	NOISE	I490	1035 FEET SOUTHWEST
RECEPTOR	NOISE	ALL SOULS CHURCH	1064 FEET NORTHEAST
EMMITER	NOISE	FRONTIER FIELD	1142 FEET SOUTHEAST
EMMITER	NOISE	CXS / AMTRACK RAILROAD	1240 FEET SOUTH
RECEPTOR	NOISE	FAITH TEMPLE APOSTOLIC CHURCH	1476 FEET NORTHWEST
EMMITTER	NOISE	SOCCER STADIUM	1624 FEET NORTHWEST
RECEPTOR	NOISE	UR ANNEX	2025 FEET SOUTHWEST
RECEPTOR	NOISE	FIRST PENTECOSTAL CHURCH	2055 FEET SOUTHWEST

People who attended the focus group meetings indicated that the public address system at Frontier Field could be heard in the park, music during festival events tends to “bounce” off the Kodak Office Building and other large structures southeast and southwest of Brown Square Park, and noise from events in the area could affect School #5 during school hours.

The City of Rochester has a Noise Code which is contained in Chapter 75 of the City Code. Adopted in March 2004, it has the following standards for sound reproduction devices that would apply to most noise associated with festivals. The code (Chapter 75-12) restricts persons

from use or operation of any radio, television, phonograph, musical instrument or other machine or device for the producing, reproducing or amplification of sound with louder volume than is necessary for convenient hearing for the person or persons who are voluntary listeners. Indicators of potential violation are:

- Audible beyond the property line of the premises upon which it is being used between the hours of 10:00 p.m. and 8:00 a.m.
- Audible at a distance of fifty (50) feet beyond the property line of the premises upon which it is being used between the hours of 8:00 a.m. and 10:00 p.m.
- Audible at a distance of fifty (50) feet from such machine or device if operated from within a motor vehicle on a public street.
- Audible at a distance of fifty (50) feet from such machine or device when operated in a public park or other public place.

At the present time, permitted activities such as musical performances at a public place where a permit has been obtained from the Office of Special Events for such purpose are exempt from these restrictions, but the permit issuers can set any limits that they feel are necessary and appropriate.

A decibel is a logarithmic measure of the intensity of sound. The correlation between the absolute intensity of a sound wave and its decibel level is shown in **Figure 1.5**, along with examples of sounds at each level.

Figure 1.5: Sound levels for nonlinear (decibel) and linear (intensity) scales

<u>Decibels</u>	<u>Intensity</u>	<u>Type of sound</u>
130	10^1 (10)	artillery fire at close proximity (threshold of pain)
120	10^0 (1)	amplified rock music; near jet engine
110	10^{-1} (1/10)	loud orchestral music, in audience
100	10^{-2} (1/100)	electric saw
90	10^{-3}	bus or truck interior
80	10^{-4}	automobile interior
70	10^{-5}	average street noise; loud telephone bell
60	10^{-6}	normal conversation; business office
50	10^{-7}	restaurant; private office
40	10^{-8}	quiet room in home

Under standards set by the U.S. Occupational Safety and Health Administration, the workplace limit is an average of 90 decibels over an eight-hour period. The agency requires that employers identify workers who could be exposed to such excessive noise levels and either reduce those levels or provide the workers with ear protectors. Thus many concert-goers are exposed to near or exceeding harmful decibel levels.

Noise levels decrease approximately 5 db every 100 feet immediately next to the source and 10 db with each doubling of distance. Thus decibel levels at 200 feet from the main venue are 110 db, at 400 feet, 100 at 800 ft, 90 at 1600 ft., etc. Trees, topography, buildings, and angle reduce these levels. This explains why facing the stage to the south, away from receptors is important, and why some sounds can be heard from a distance within Brown Square.

An Air Quality assessment was another portion of the site analysis and is required of individual facilities when regional air quality conditions exceed recommended thresholds. Brown Square Park is located in Rochester, NY, which is a former Subpart 1, 8-hour ozone non-attainment area. The EPA has proposed that Rochester be classified as a Subpart 2, marginal classification, 8 hour ozone non-attainment area as of January 2009 because the City has been close to compliance since 2007. Areas classified marginal are required to meet the marginal area requirements of The Clean Air Act (CAA), section 182 (a) and/or (b). The principal contributor of ozone is automobile traffic. Increased use of better performing vehicles and regional multimodal policies are expected to bring the Rochester area into full compliance by the target date.

Capacity and Spatial Requirements

Several users, organizers and regulators have estimated the current capacity of Brown Square Park to be between 4,500 and 11,000, with a consensus estimate in the 7,500 range. The type of event, viewing infrastructure, and shared use would influence this figure for specific events. Currently, the City of Rochester Fire Marshall has determined the safe capacity in the park's present configuration to be 9,000 without chairs, or 7,500 with chair use allowed.

Park and recreation standards have been used to identify recommended sizes for different activities that may occur at Brown Square Park. The New York State Outdoor Recreation Plan (SCORP) provides target sizes for various types of park and public recreational activities within the state. It cites minimum sizes for park sites similar to Brown Square. With approximately 180,000 square feet of gross area, the net available area is determined by reducing that number by subtracting the amount of space to be taken up by vendors, stage areas, preparation areas, security areas and pathways necessary to be maintained for access. For a typical event, that would be in the range of 60,000 square feet, leaving a net of 120,000 square feet available. By using a factor of 16 square feet per person, the result is a suggested capacity of 7,500 people for the site. Actual capacity would be dependent on the specific event layout and other factors.

Parking Supply and Demand

A variety of parking sites are located in close proximity to Brown Square, including on-street parking on Verona Street and Oak Street, as well as off-street parking lots on Brown Street and

Plymouth Avenue. Off street parking is, for the most part, privately owned and operated. The Kodak lot on Brown Street is utilized for parking for baseball games at Frontier Field, and also for festival parking for events at Brown Square or at Frontier Field. Other private lots are utilized for event parking only, and operated by private ventures. The average cost for parking for an event is approximately \$5.00.

A study conducted as part of the Circulation, Accessibility and Parking Study for the Brown's Square Area indicates that drivers prefer safety and convenience in parking location, supported by the fact that parking lots closest to the sports stadiums have higher occupancy during games. Likewise, parking lots closer to Brown Square fill up quicker than do those in more remote locations during an event at the Park.

When an event is held at the Park at the same time as a game at the sports stadium(s), drivers must often select parking locations further away, moving them out of their "comfort zone". Consideration should be given to coordination of events to minimize these conflicts to the extent possible. Promotion of alternate parking amenities, like shuttles, should be considered. Development of additional event parking closer to Brown Square for staffing of their booths during an event at Brown Square Park was suggested by Vendors.

Pedestrian Safety and Circulation

Pedestrian amenities at Brown Square Park include sidewalks along Brown Street, Verona Street and Jay Street adjacent to the Park. Sidewalks are also present on the opposite sides of those streets, with marked crosswalks at the Brown-Verona and Jay-Verona intersections.

Sidewalks are located within the Park in a meandering fashion to provide access to the park's main attractions. Access into Brown Square via sidewalks is limited to the eastern portion of the site; there are no access walks into the Park from the southwest or northwest corners. Decorative stone walks encompass a portion of the old wading pool area, which has since been converted into a flower garden and sitting area near the south end of the Park. Sections of the "loop" sidewalk within the Park have ramps that are not ADA-compliant and create difficult access for handicapped individuals.

Intersection Level of Service

The Brown-Verona and Jay-Verona intersections are not signalized, creating occasional conflicts between vehicular traffic and pedestrians. Data indicates that pedestrian accident rates in the Brown Square area are higher than the state average. Pedestrian circulation during festival events is normally directed by police, providing better control of access and reducing potential conflicts.

The Circulation, Accessibility and Parking Study for the Brown's Square Area identifies the sidewalks along Brown Street and Jay Street as meeting basic criteria for pedestrian needs. Opportunities exist for improvements in lighting and pedestrian amenities that could elevate those areas to a B level of comfort.

Traffic Counts

Of the streets surrounding Brown Square, only Jay Street is identified as a two-way street. Both Brown Street and Verona Street are designated for one-way traffic; Brown Street to obtain additional capacity for the outbound corridor from Center City, and Verona Street for safety reasons. In general, traffic volumes on Brown Street, Verona Street and Jay Street are well below capacity under normal operating conditions. In addition, all of the intersections surrounding the Park are currently operating at a Level of Service of “C” or better.

During events at Brown Square, Verona Street is ordinarily blocked off to provide a “staging” area for suppliers, vendors and performers. Based on comments from the City Police, this does not have a significant impact on traffic, as most of the traffic will divert to using Plymouth Avenue and Oak Street.

Proposed Surrounding Development

The Brown Square Neighborhood is an area of the City that is currently in a period of transition and is undergoing a variety of changes. In 2006, an addition to the Center City Master Plan done by the City of Rochester Department of Community Development outlined a series of development objectives to act as a guideline for revitalization of the neighborhood. The primary objective of the study was to develop the neighborhood as a sports/entertainment district with the addition of sports related facilities and retail outlets to enhance this theme. The study states that gearing future development with this theme will capitalize on the existing sport venues, Frontier Field and the soccer stadium. The study also specified additional neighborhood development objectives, such as providing sufficient parking for the surrounding land uses, encouraging new housing and reinforcing the existing housing in the area, incorporating additional commercial or mixed use development, and providing strong physical connections within the neighborhood. More specifically, the study encouraged rehabilitation of Brown Square Park to create an inviting public open space that could accommodate a variety of activities as well as offer a sense of place.

Detailed Environmental Assessment

For a detailed Environmental Assessment/SEQR Long-form Checklist, refer to the **Appendix** of this document.

Figure 1.6: Transportation, Parking and Land Use Data Checklist

ITEM	COMMENTS
1. Parking (availability and cost)	<ul style="list-style-type: none">• See Map from Circulation, Accessibility, & Parking Study, page 26.• Average costs of parking at dedicated lots is \$5.00 for events.• During events \$5 parking lots were abundant around Soccer Stadium and seemed to be near full capacity.
2. Parking supply and demand, including during	<ul style="list-style-type: none">• See Map from Circulation, Accessibility, & Parking Study, page 25.• Study shows drivers prefer safety and convenience in parking location, as parking

<p>games and events at Soccer Stadium and Frontier Field</p>	<p>lots closest to the stadiums have higher occupancy rates during games.</p> <ul style="list-style-type: none"> • There is an adequate parking supply, even for simultaneous events at both stadiums. Some of this capacity is within parking areas a few blocks away or off-street. • More underutilized parking is outside the ¼ mile or 6 minute walking radius, but within a ½ mile or 12 minute walk. Nearly 90% of the available parking in close proximity to Brown Square is occupied during events at Frontier Field.
<p>3. Pedestrian circulation and safety (from parking to venue and within venue)</p>	<ul style="list-style-type: none"> • See Map from Circulation, Accessibility, & Parking Study, page 35. • Sidewalks on both sides of each street adjoining Brown Square. • Crosswalks are provided at all signalized intersections and other critical unsignalized and midblock locations around the two schools and Kodak. • There are no significant safety deficiencies at the marked crosswalks • Pedestrian Quality of Service Assessment Scale of 1-5 (5 being most important) Variables assessed: path width (3), surface quality (5), obstructions (3), crossing opportunities (4), support facilities (4), connectivity (3), path environment (4), potential for conflict (5), pedestrian volume (1), mix of users (1), personal safety (3). • All analyzed locations had walk scores of 65 or higher, indicating the neighborhood is near many pedestrian generators and should be designed to support, promote, and enhance pedestrian trips. • There are opportunities to enhance the existing pedestrian facilities with pedestrian amenities such as benches, landscaping, and other aesthetic elements. • There is a lack of clearly defined pedestrian and bicycle circulation paths throughout the neighborhood. • Oak Street is the major pedestrian Route between the soccer stadium and frontier field. Jay Street is identified as a tertiary travel route to and between stadiums. Brown Street, Verona Street and Brown Square are not identified as pedestrian routes. • Brown street is rated a C for pedestrian access, indicating that a basic level of pedestrian needs are met, but a significant number of factors reduce pedestrian safety and comfort Plymouth, Jay, and Oak receive similar ratings. Morrie Silver Blvd. receives a level B rating adjacent to Frontier Field. • Many Pedestrians do not cross the street at designated crosswalks during events. • A large amount of pedestrians come NB from the area around Frontier Field to the soccer stadium on Oak Street.
<p>4. Ease of navigation within venue (signage/layout)</p>	<ul style="list-style-type: none"> • Way-finding Signage is absent in the park. The excellent visibility allows the user to identify destinations within the park, but the relief shields views from and to the areas behind the hills and berms. • The paved sidewalks appear ADA compliant, except for two ramps in the loop

	<p>walk located on either side of the existing administration building. The walks provide both direct (albeit somewhat meandering) paths and diverse environments for the pleasure of users.</p> <ul style="list-style-type: none"> • During events that require security, it is necessary to curtail through access and control the number of entrances. • It is also necessary to segregate uses and direct patrons around activity centers. This often requires additional security personnel.
5. Traffic Counts (Average Daily Traffic)	<ul style="list-style-type: none"> • See Map from Circulation, Accessibility, & Parking Study, page 23. • Average Daily volumes are 6732 north of the park on Jay Street, 5608 on Brown Street and 766 on Verona Street. • There is a strong presence of bicyclists throughout the neighborhood.
6. Intersection Level of Service	<ul style="list-style-type: none"> • See Maps from Circulation, Accessibility, & Parking Study, page 28 and 29 • All intersections operate at LOS C or better. All intersections operate at 65% or less of their capacity • During events, the intersections with the largest amount of traffic appeared to be Brown/Platt, Plymouth/Platt, Brown/Verona and Plymouth/Verona, State/Brown, State/Platt and State/Inner Loop ramp. Broad Street maintained steady traffic.
7. Accident Locations and Types	<ul style="list-style-type: none"> • See Map from Circulation, Accessibility, & Parking Study, page 43 • Brown Square is an area where pedestrian accident rates are six times the state average. • There are more accidents in the vicinity of Brown Square per capita than any other area in the vicinity.
8. Spot Speeds	<ul style="list-style-type: none"> • See Map from Circulation, Accessibility, & Parking Study, page 24 • Although the streets adjacent to Brown Square did not have speed studies conducted on them, four of five locations in the area where traffic speed was monitored had speeds five miles per hour over the limit. These included Saratoga Avenue, Broad Street, Morrie Silver Way, and southbound on State Street.
9. Security (for public and performers)	<ul style="list-style-type: none"> • The neighborhood generally seems to have a strong police presence. • During events police assisted crossings existed at: Brown/Oak, mid-block on Platt, Platt/Plymouth, Oak/Jay, and Oak/Smith. • During events, police officers on bicycles patrol the neighborhood. • Private and City security personnel are required to enforce rules and regulations, control crowds, and protect performers. Nearly forty security and a dozen medical personnel are required for a mid-sized event. • Although there is a sense of security for persons attending events at Frontier Field, this level of comfort diminishes the farther away from this facility. Brown Square is

	thought to be moderately secure and moderately safe. Visitors to the Soccer Stadium do not feel secure and are reported to be reluctant to walk to the stadium from lots not immediately adjacent.
10. RTS Bus Availability	<ul style="list-style-type: none">• See Map from Circulation, Accessibility, & Parking Study, page 41• RGRTA- 20 bus routes transverse the area. Bus stops are located at Brown and Verona, Verona and Jay and Oak and Jay.
11. Loading and unloading for staging and vending and other activities	<ul style="list-style-type: none">• There is adequate site access and on-street parking to set up and service vendors and performers, however additional full time security is required.• Conflict with school buses parking on Verona Street, limiting resident on street parking where limited off street parking is available.• Promoters and vendors have come up with unique arrangements to service booths and the stage with temporary services in lieu of permanent on-site accommodations.

FEASIBILITY ANALYSIS - OPPORTUNITIES AND CONSTRAINTS

Based on the team's site analysis, research of existing City documents, input from event industry professionals and examples of best practices, a number of opportunities and constraints for the site have been identified.

Opportunities

As a result of the research and analysis conducted by the consultant team, several opportunities have been found for the revitalization of Brown Square Park. One of the opportunities identified is designating the primary use of the park as a permanent festival site for the City, while preserving passive neighborhood park as a secondary use. It is important to promote dual use of this park so it fits within the neighborhood context as well as functions for the daily user. Providing a park with a flexible design that serves multiple uses will provide a variety of activities and programming options for from the community to enjoy and support sustainable operations by the City.

In regard to creating a permanent festival site at Brown Square Park, according to the definition of "festival" provided in the City of Rochester Special Events and Recreation Facility Policies and Procedures, the size of the site is conducive to holding a "festival"-sized event. City officials estimated the maximum capacity of the 2009 Rochester Music Fest held at Brown Square Park at 9,000 without chairs and 7,500 with chairs, but felt that the current configuration of the site made it conducive of comfortably holding up to 7,000 people at a time.

In order to provide a permanent festival site, it is important that fixed infrastructure is supplied to support event and site logistics. Currently, main utilities exist at the site with hook up points in close proximity to the existing building. In addition to permanent infrastructure, it is also important to provide adequate loading/unloading and staging areas for suppliers, vendors, and performers. In the past, event organizers have utilized Verona Street specifically for this purpose. City officials have stated that temporarily closing the street for an event does not negatively impact traffic in the area. However, there is also the potential future opportunity to partner with or acquire adjacent properties or right of ways in order to better facilitate loading and unloading.

The consultant team has recognized that there is an adverse perception of the Brown Square Neighborhood within the general Rochester community due to the number of criminal incidents in the area. Therefore, it would be beneficial to establish a distinct "identity" or "brand" for Brown Square Park that would increase the aesthetics and image of the park in order to attract more users. Additionally, in order to establish a new identity, it would be beneficial to enhance security lighting as well as work with the Police Department to increase patrols of the area.

There is the potential for the City to attract new users to the park, as well as to gain additional revenue through sales tax collected by vendors, renting additional event supplies, etc.

Additional revenue options will be explored by looking at comparable cities' event policies and procedures which will be documented as recommendations in the final Feasibility Study.

Brown Square Park has played a significant role in the rich history of the City of Rochester, which should be celebrated and incorporated into the proposed design. Elements from the original Olmsted Brother's design should be considered in addition to historical elements from the Brown Square Neighborhood. Utilizing and restoring the existing building is another chance to intermix historical features of the site into the design. It is also important to commemorate the beginning of the annual Rochester Puerto Rican Festival which held its first event at Brown Square Park forty years ago.

Incorporating Green Design principles such as renovating the existing building according to LEED® guidelines, incorporating water efficient landscape elements, preserving as many of the existing trees as possible and providing energy efficient alternatives is an additional opportunity for the renewal of the park.

Another potential opportunity is to contribute to the revitalization of the Brown Square Neighborhood. In addition to the two stadiums, renewal of Brown Square Park can provide benefits to local businesses, a large gathering space and improve logistics for the neighborhood, and a link between Frontier Field and the soccer stadium.

Constraints

Site constraints were also identified through the consultant team's site analysis and research. While proximity of the site to the two stadiums may be a positive aspect, the location of the site is also a constraint due to the negative perception of the community regarding the crime incidents in the area. In addition, the City's planned major trail improvement project, the Genesee Riverway Trail, does not connect to the site or this portion of the neighborhood. On a broader scale, the Rochester climate does not accommodate for heavy use of the site during the winter. Therefore, creative programming and design should be considered in order to encourage additional year-round uses and events.

Parking and traffic can also be challenges for the site especially when multiple events are going on at the nearby stadiums. When events are held within this area, people prefer to park close to their destination due to common safety concerns and for convenience sake. People tend to be out of their "comfort zone" the further they have to park from their destination.

Currently, holding an event at the park can be difficult due to the lack of infrastructure. Although a connection point to the utilities is provided, it is generally logistically beneficial to provide appropriate infrastructure connections in close proximity to the vendor areas and stage at festival sites.

Other concerns for the site are the topography, existing building and size of the site. The current topography includes several berms/mounds that make it logistically challenging to hold a large event. Remodeling or altering the existing building poses a challenge due to the potential of

hazardous materials within the structure. The size of the site may be optimal for Festival-sized events, but it may not be large enough for Mega Festivals or Mega Night Life Festivals (City-provided definitions).

Residential units at the north end of the park also pose a potential constraint. Noise generated from festivals and vehicular access to these homes will need to be considered.

Another challenge of the site is pedestrian access. Currently, there is no access to the park from the southwest and northwest corners as well as limited access on the eastern side of the site. Portions of the existing paths are not ADA compliant and there is a lack of sufficient lighting in the park. Also, the intersections at Brown-Verona and Jay-Verona are not signalized which creates occasional conflicts between vehicular traffic and pedestrians. City data indicates pedestrian accident rates in the Brown Square area are higher than the state average.

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